

Communications Studies COMS 369 L/B60
Rhetorical Communication
Summer 2012
Monday/Wednesday 3:00p.m.-6:50 p.m.

Instructor: Dr. Linda Vennard
Office
Location: SS209 (Shared Office)
Office Phone: TBA
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Office Hours: M/W 1:00-2:00

Additional Information

Instructor is also available by appointment.

Course Description

The course is an introduction to the basic principles of rhetorical theory, criticism, and practice. Students will learn rhetorical perspectives of elements of communication such as argumentation, persuasion, audience, situation, genre, and ethics. Tutorial sections will apply rhetorical theory to the criticism of samples of public communication. Students will learn through doing, and will exercise and develop rhetorical skills through in-class activities, assigned writing and oral presentations. Lectures and tutorial activities are integrated into a single class with a 10-minute break.

Objectives of the Course

- To introduce students to the principles of classical and modern rhetorical theory.
- To introduce students to the methods of rhetorical criticism and analysis of texts, particularly public discourse.
- To develop students' skill in using rhetorical principles to craft persuasive arguments and texts.
- To develop students' ability to present arguments effectively in both speech and writing.

Internet and electronic communication device information

Students are encouraged to bring their laptops, the use of which will be during designated times in class and only for purposes of the class, and otherwise not permitted. No texting or cell phone use permitted in class.

Textbooks and Readings:

Campbell, Karlyn Kohrs and Susan Schultz Huxman. (2002/2003). *The Rhetorical Act: Thinking, Speaking, and Writing Critically*. 4th Edition. Thomson / Cengage ISBN: 9780534560973

Additional online readings will be assigned.

Assignments and Evaluation:

- Exams (2 x 15%) (July 23 and August 8): 30%
- Rhetorical Analysis Project
 - Rhetorical Analysis Proposal (July 11): 10%
 - Rhetorical Analysis Paper (August 13): 25%
 - Rhetorical Analysis Paper Presentation: 5%
- Persuasive Speech Presentation (sign-up): 10%
- Small Group Assignment (August 1): 10%
- Participation (ongoing): 10%

Exam #1 (15%): On July 23, 2012 will contain short answer and short essay questions; covers all readings and lecture materials to that point in the course.

Exam #2 (15%): On August 8, 2012 is noncumulative and will contain short answer and short essay questions; covers all readings and lecture materials to that point in the course (after Exam #1).

About the Rhetorical Analysis Project

Over the length of the course Students will complete a Rhetorical Analysis Project comprising 40% of the course mark. Students will choose a text/site for rhetorical analysis and connect readings and concepts as we progress through the course. The text/site could be a religious doctrine, news article, court decision, or political speech. The “text/site” need not be static but could include an evolving text or context (e.g. political campaign, or a site of activism or controversy) analyzed over the length of the course. The Project comprises three parts:

Rhetorical Analysis Proposal (10%) – due July 11, 2012

Students will choose and summarize the text/site of analysis and sketch ways to connect readings in a two page proposal.

Rhetorical Analysis Paper (25%) – due August 13, 2012

Students will prepare a Rhetorical Analysis paper of 7-10 page double spaced paper, analyzing their chosen text/site through the concepts learned in the course and

articulating connections with the course material. Further details will be provided the first day of class.

Rhetorical Analysis Paper Presentation (10%)

Students will present their Rhetorical Analysis Paper in a ten minute class presentation during the last week of class. Approximately half way through the course Students may be invited to provide an update on their projects through a brief (ungraded) speech to the class.

About the Persuasive Speech Presentation (10%)

Drawing on course material, Students will prepare and deliver a persuasive speech (5-8 minutes) to the class on a selected topic. The Instructor will provide a preliminary list and Students are invited to suggest topics during the first week of class. The Instructor will prepare a sign-up sheet for dates and topics for the second week of class.

About the Small Group Assignment (10%):

Students will work in ad hoc groups of four formed by the Instructor, discuss a topic and as a group prepare a short (2-3 page) paper, and present it to the class in a brief (5 minute) presentation. The Instructor will announce the topic that day, and the entire Assignment will be completed in class.

About Participation (10%): ongoing

Participation (10%) through regular attendance and participation in class discussion and activities is an essential component of the course. Students are expected to attend classes and participate; “participation” is not only attendance per se but contributing to each other’s learning and participating in the creation of a positive atmosphere and learning environment.

It is the student's responsibility to keep a copy of each submitted assignment.

Note: Please hand in your essays directly to your tutor or instructor if possible. If it is not possible to do so, a daytime drop box is available in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox.

Registrar-scheduled Final Examination: No

Policy for Late Assignments

Assignments submitted after the deadline may be penalized with the loss of a grade (e.g.: A- to B+) for each day late.

Freedom of Information and Protection of Privacy Act

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

Writing Skills Statement

Department policy directs that all written assignments (including, although to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For details see <http://www.comcul.ucalgary.ca/needtoknow>. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Research papers must be properly documented.

If you need help with your writing, you may use the Writing Centre. Visit the website for more details: www.efwr.ucalgary.ca

Grading System

The following grading system is used in the Department of Communication and Culture:

(Revised, effective September 2008)

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99
C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and

possibly suspension or expulsion from the university.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. Readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (3rd Floor Taylor Digital Family Library, <http://www.ucalgary.ca/ssc/writing-support>) if you have any questions regarding how to document sources.

Academic Misconduct

For information on academic misconduct and the consequences thereof please see the current University of Calgary Calendar at the following link;
<http://www.ucalgary.ca/pubs/calendar/current/k.html>

Students with Disabilities

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Disability Resource Centre (220-8237) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

Students' Union

For details about the current Students' Union contacts for the Faculty of Arts see
<http://www.su.ucalgary.ca/governance/elections/home.html>

Student Ombudsman

For details on the Student Ombudsman's Office see
<http://www.su.ucalgary.ca/services/student-services/student-rights.html>

Emergency Evacuation and Assembly points

For information on the emergency evacuation procedures and the assembly points see
<http://www.ucalgary.ca/emergencyplan/assemblypoints>

"SAFEWALK" Program -- 220-5333

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

Ethics

Whenever you perform research with human participants (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research. For more information about your research ethics responsibilities, see

The Department of Communication and Culture Research Ethics site:

<http://www.comcul.ucalgary.ca/ethics>

or the University of Calgary Research Ethics site:

<http://www.ucalgary.ca/research/cfreb>

Schedule of Lectures and Readings

A daily schedule of lectures and readings, as well as detailed assignment descriptions, will be handed out on the first day of class.